

NCOA^{Link}® Processing Acknowledgement Form Instructions

The United States Postal Service (USPS) requires mailers who mail at a reduced First Class rates to ensure that their addresses are up to date. At KCI we use various technologies to make sure that the mail we submit daily is of the highest quality and meets all USPS regulations.

We have invested in NCOA^{Link} to meet the USPS move update requirement. NCOA^{Link} compares the names and addresses on your daily mail with a database of 160 million permanent change-of-addresses filed with the USPS. When we match the address on your mail piece with a move, we will print the new address in the lower right-hand corner of the mail.

After the new address is printed we offer two options; neither option will cost you anything.

- Option 1 is that the mail is redirected to this new address. You are not notified but the mail now meets the move update requirement.
- Option 2 is we return the mail back to you. You update your source address and send it back to us to be mailed again. Since the postage has not been used, you do not have to modify the piece, and it can be mailed with the same postage; it will be sent to the address printed in the lower right hand corner.

We are encouraging all of our customers to use NCOA^{Link}. However, if you are using another method, please contact Brian at KCI to discuss.

Information for filling out the attached form (page #2):

- The NAICS number is critical. To look up your NAICS number use this link: <http://www.naics.com/search.htm>
- To review the NCOA^{Link} Mail Processing Equipment Information Package visit this link: http://www.kentcommunications.com/themes/danland/pdf/NCOA_Required_Pack.pdf

There are 4 options to submit your form:

- Complete, digitally sign, save and attach the form in an email to elsak@kentcommunications.com.
- Print the form, sign it and fax to (616)957-3026.
- Print, sign and give to your KCI driver.
- Print, sign and mail the form.

Please answer the following question:

Process my mail using option 1 – forwarding to the new address without notification.

Process my mailing using option 2 – return the address back to me.

Thank you for your prompt attention to this matter. Please contact us with questions.



NCOA^{Link}® MAIL PROCESSING EQUIPMENT PROCESSING ACKNOWLEDGEMENT FORM

The collection of information on this Processing Acknowledgement Form (PAF) is required by the Privacy Act of 1974. The United States Postal Service (USPS) requires that each NCOA^{Link} Mail Processing Equipment (MPE) Service Provider Licensee have a completed NCOA^{Link} MPE PAF for each of their NCOA^{Link} MPE customers prior to providing the NCOA^{Link} MPE service. The Licensee is also required by the USPS to retain a copy of the completed form for each of its customers and to obtain an updated PAF from each of its customers at minimum once per year. Any signature upon this PAF shall be considered valid for all purposes and have the same effect whether it is an ink-signed hardcopy document or equivalent alternative.

MAIL OWNER

I, the undersigned, an authorized representative of:

Company Name

Address

City

State

ZIP+4

Telephone Number

NAICS

USPS Mailer ID
(optional)

E-mail Address
(optional)

Parent Company Name

Marketing or "DBA" Company Name or Primary Affiliate Company Name
(if applicable)

Company Website (optional)

Name (Please print)

Title

Signature

Date

do hereby acknowledge that I have received and reviewed the NCOA^{Link} Mail Processing Equipment Information Package supplied to me by _____, an NCOA^{Link} MPE Data User Licensee. I also understand that the sole purposes of the NCOA^{Link} MPE service is to provide:

1. Mailpiece redirection (via re-addressing) due to customer moves for mailpieces that I have submitted to the Licensee for mailing;
2. A mailpiece correction service (electronic return) for my customer addresses that will be used for preparation of future mailings. The mailpiece facsimiles that I have submitted to the Licensee will be returned within seven (7) business days of processing, unless I authorize a longer time period in writing; or
3. Mailpiece address correction service in which mailpieces that obtain address correction information as a result of this process will be separated from my mailing and returned either in the form hardcopy or photocopied mailpieces and returned within seven (7) business days of processing by the Licensee, unless I authorize a longer time period in writing. The information provided to me for this service will be used for preparation of future mailings.

Furthermore, I understand that the NCOA^{Link} MPE process may not be used to create or maintain new movers' lists.

LICENSEE

Business Name (Please print)

Name (Please print)

Title

Signature

Date

Telephone Number

Fax Number

For Licensee Use Only

PAF ID: